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# City Master Plan

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Prepared by  
Planning and Development Services Department  
City of San Marcos

Adopted February 1996

# **CITY OF SAN MARCOS**

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Michael R. Davis, Chairman, Planning and Zoning Commission - served 2/94 - 10/94  
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# **SAN MARCOS HORIZONS**

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October 20, 1995

Dear Mayor Morris and City Council Members,

The Planning and Zoning Commission received a draft version of the San Marcos Horizons Master Plan from the Citizens Advisory Committee upon completion of their work. I would like to take this opportunity to thank all the members of the Citizens Advisory Committee for their hard work and dedication on this important document for San Marcos' future.

Upon receipt of San Marcos Horizons, the Planning and Zoning Commission conducted four public hearings at various sites in the city. The public hearings were held at Owen Goodnight Junior High School, First Lutheran Church, Dunbar Community Center, and the San Marcos Public Library. Following the public hearings, the Planning and Zoning Commission instructed staff to incorporate citizen's comments into the master plan.

The Planning and Zoning Commission unanimously recommended approval of this master plan on October 10, 1995. I would like to take this opportunity to state that the Planning and Zoning Commission members believe this document will guide the future growth and development of San Marcos while maintaining the high quality of life our residents desire.

On behalf of the Planning and Zoning Commission, I submit San Marcos Horizons to you and recommend approval of this master plan.

Sincerely,

Mike Davis  
Chairman, Planning and Zoning Commission



August 7, 1995

Dear Planning and Zoning Commission Members,

The Citizens Advisory Committee (CAC) has completed its assigned tasks on the *San Marcos Horizons* Master Plan after 18 months of work. The CAC included representatives from a wide spectrum of community interests and was charged with developing a vision for the future of San Marcos. The committee identified major issues and community goals to be addressed by the master planning process.

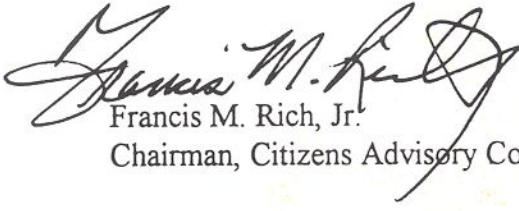
The CAC participated in a series of workshops scheduled throughout the spring and early summer of 1994. The first workshop included an exercise where the CAC determined the overall opportunities for and problems faced by San Marcos. The CAC was then divided into six focus groups: community growth and land use, community facilities, economic development, natural and cultural resources, town center, and transportation. Each focus group developed goals and objectives for issues specific to its focus. Lastly, the CAC developed a vision statement for San Marcos.

In the spring and summer of 1995, the CAC participated in another series of workshops. The goal of these workshops was to review and reach consensus as a committee on the draft version of *San Marcos Horizons*.

I would like to take this opportunity to recognize and thank all the CAC members for their hard work and dedication on this master plan that aims to maintain the high quality of life for San Marcos residents for years to come.

I am proud to announce that on July 31, 1995, the CAC voted to approve the draft version of *San Marcos Horizons* and forward the document to the Planning and Zoning Commission.

Sincerely,

  
Francis M. Rich, Jr.  
Chairman, Citizens Advisory Committee



October 25, 1995

Mayor Morris and Members of the City Council,

It is my pleasure to present the Council with this copy of *San Marcos Horizons*, the update of the City's Master Plan.

The preparation of this document has been the product of literally thousands of hours of hard work by citizen volunteers, board and commission members and city staff from a variety of departments.

Public participation was the critical element of this master planning process. Although reaching consensus on specific issues was often a painful process, everyone involved recognizes that San Marcos enjoys a special quality of life not found in many other communities. It is for that precise reason that it is important to plan for our future and make sure that, as we continue to grow, San Marcos will remain a truly unique community.

On behalf of the Planning Department staff and the public that participated in this process, I would like to thank the Council for your continued support for long-range planning efforts such as this.

Sincerely,

Ron F. Patterson, AIA, AICP  
Director of Planning and Development Services

A Special Tribute To  
**Francis M. Rich, Jr., Ph.D.**  
July 4, 1921 - February 4, 1996



In 1994 the San Marcos City Council chose a long-time community leader, Dr. Frank Rich, to be the Chairman of the Citizens Advisory Committee for the master plan update

Over a two year period, Dr. Rich ably led the committee through the task of preparing *San Marcos Horizons*.

The citizens of San Marcos are extremely grateful for the leadership, dedication and vision Frank brought to this work. His public service helped define the future of San Marcos.

Dr. Rich passed away on February 4, 1996, less than one week after the City Council approved *San Marcos Horizons* on first reading.

Dr. Rich will be missed.

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